

(12) UK Patent Application (19) GB (11) 2 174 233 A

(43) Application published 29 Oct 1986

(21) Application No 8609409

(22) Date of filing 17 Apr 1986

(30) Priority data

(31) 8510517

(32) 25 Apr 1985

(33) GB

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G09F 7/12

(52) Domestic classification (Edition H):

G5C GAT

(56) Documents cited

None

(58) Field of search

G5C

Selected US specifications from IPC sub-classes G09F

B60R

(54) A vehicle windscreen display

(57) In a method of preparing a display, for securing adhesively to the inner face of a window area such as a vehicle windscreen, a first layer 10 of transparent film is secured by its adhesive front face to a base 7 having markings on it to facilitate positioning, whereafter a second layer 13 of film constituted by an item or items of the subject matter is assembled by its adhesive front face onto the rear face of the first layer, again by use of markings on the base, and finally a back cover 16 layer of film is assembled by its adhesive front face onto the rear face of the second layer. The layers 10, 13 and cover 16 can then be stripped off the base 7 and the exposed front face of the layer 10 protected by backing paper. The protected display can then be rolled and taken to a vehicle windscreen.

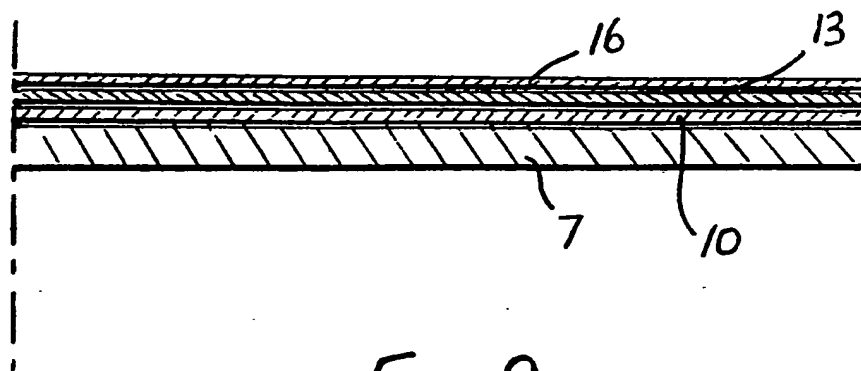
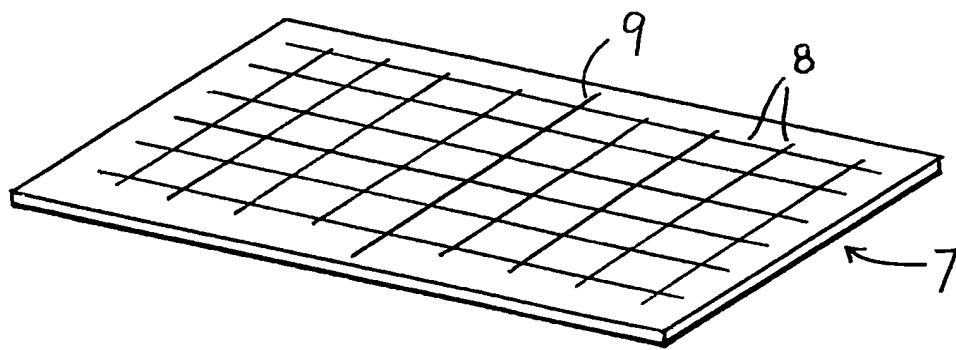
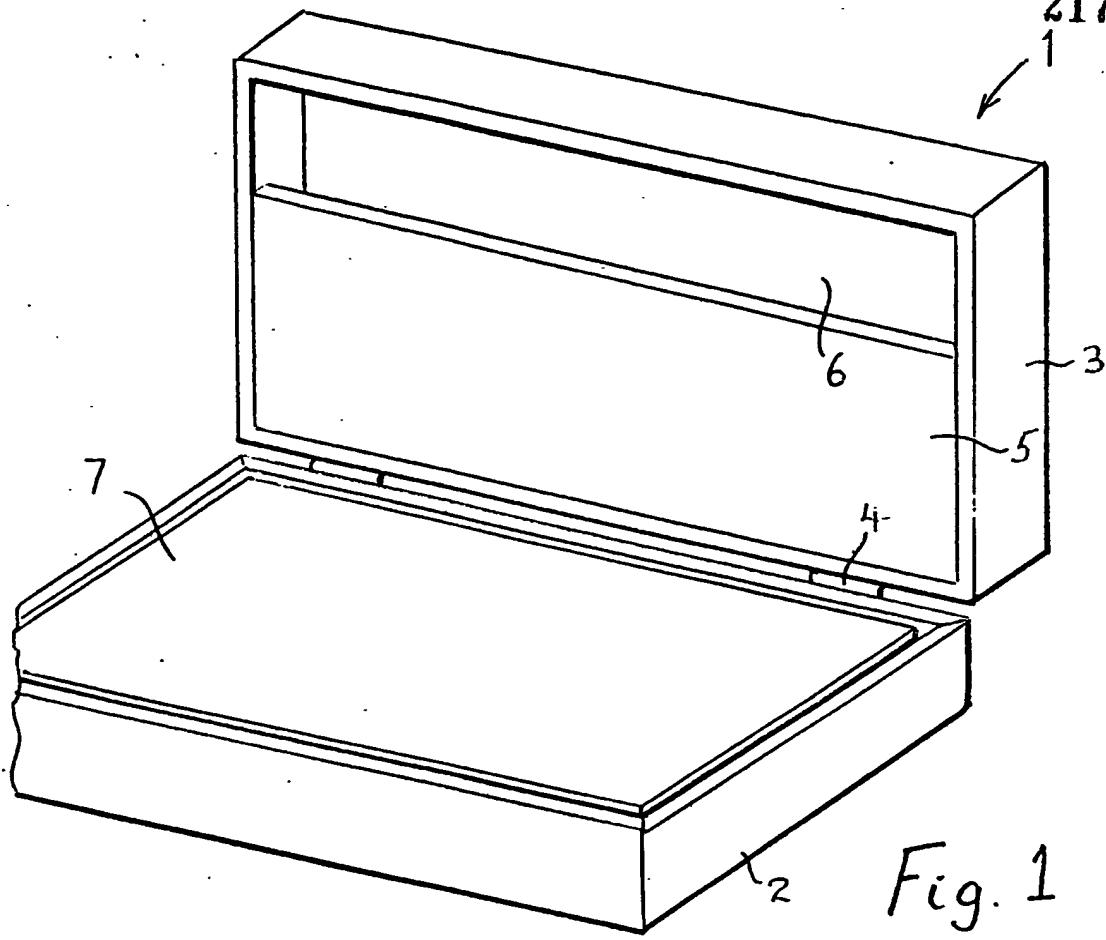
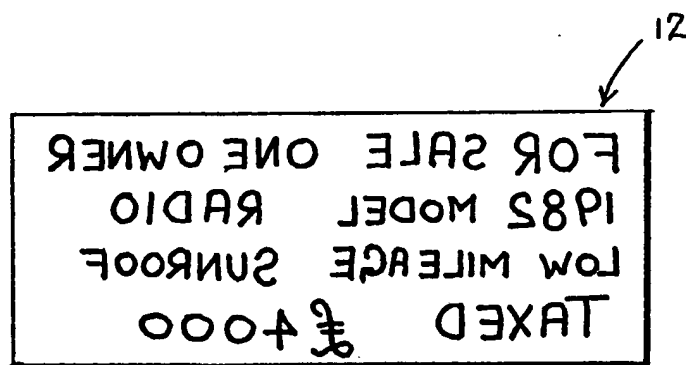
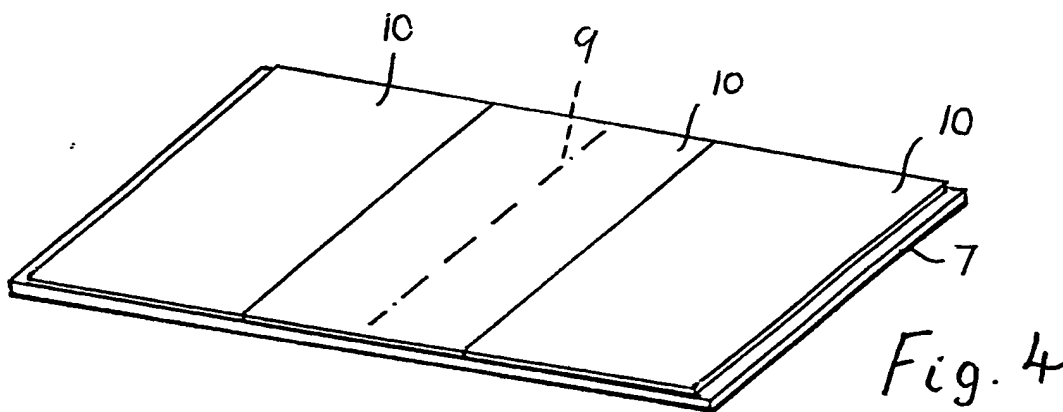
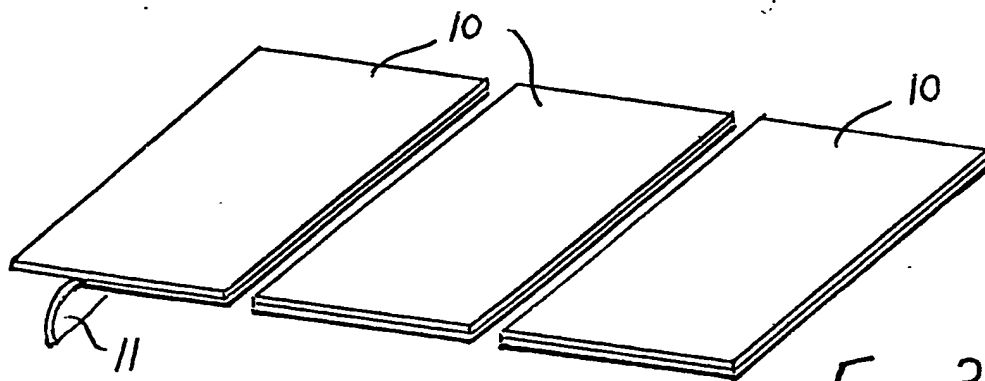


Fig. 9

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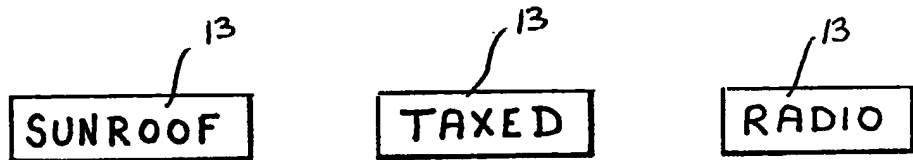


Fig. 6

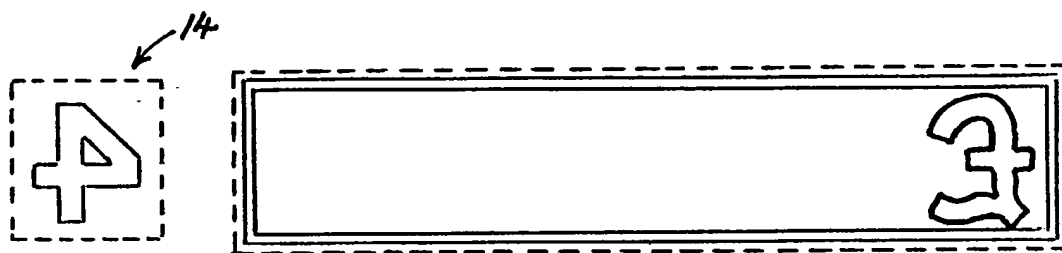


Fig. 7

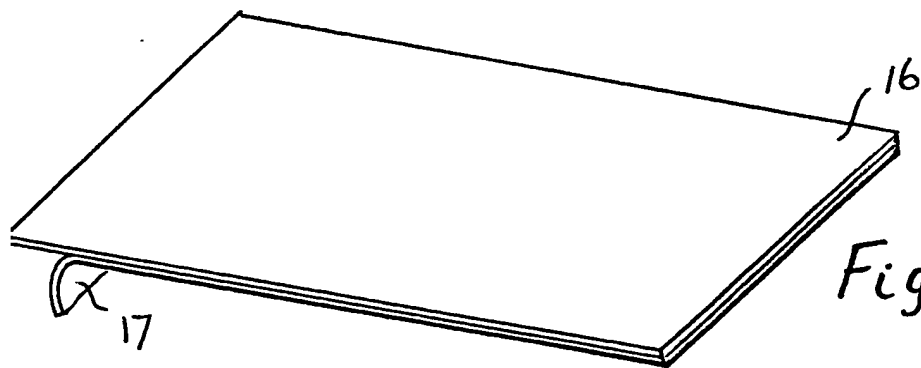


Fig. 8

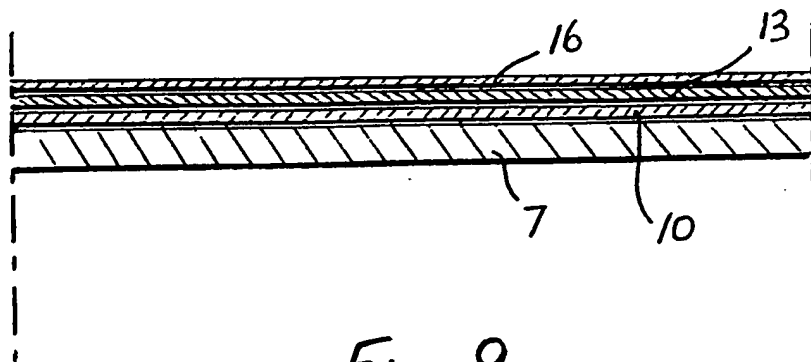


Fig. 9

SPECIFICATION

A vehicle windscreen display

- 5 This invention relates to a display which, whilst primarily intended for and specially adapted to use on vehicle windscreens, could be used in other locations such as shop windows.
- 10 The object of the invention is to provide a method of preparing a display, and an improved display prepared by that method.
- According to the present invention a method of preparing a display, for securing adhesively to the inner face of a window area, comprises steps of:
- 15 (i) securing a first layer of transparent film by an adhesive front face thereof, to a base on which are provided positioning markings,
- 20 (ii) assembling a second layer of film by an adhesive front face thereof, onto the rear face of the first layer, the second layer being constituted by at least one item of the subject matter of the display, said at least one item
- 25 being positioned with use of markings on the base,
- (iii) assembling a back cover layer of film by an adhesive front face thereof, onto the rear face of the second layer.
- 30 In a preferred method, the second layer is constituted by a plurality of separate items together forming part or all of the subject matter of the display, and each of those items may be positioned by such markings.
- 35 Each of the first, second, and back cover layers would advantageously have a backing paper or similar to protect the adhesive front face, and this would be removed immediately prior to assembly.
- 40 The first layer may comprise a plurality of lengths of the first layer material which when placed end to end compose the whole length of that layer, a first one of said lengths being assembled onto the base and centred thereon
- 45 by means of a centre line marking of the base, and two other lengths being assembled one at each end of the centred length and being butted up against the centred length. The first one of said lengths could be identified by a horizontal line fixed onto its backing
- 50 paper.
- In a preferred method, the subject matter, or most of it, is pre-composed by writing it on a small transparent carrier which is then
- 55 reversed so as to indicate to the user how the subject matter is to be placed reversed. The individual items are then placed in position on the first layer, using the reversed carrier as a guide. The items may included a "£" sign and numerals indicating a price.
- 60 As so far described, the assembled display is still adherent by its front face to the base. The assembled display is then stripped off the base. A backing sheet may be applied over
- 65 the exposed adhesive front face to protect it

temporarily. At the time of use, the backing sheet is stripped off and the display is applied by its adhesive front face to the window area, e.g. the inside of a vehicle windscreen.

- 70 Further according to the invention there is provided a display, for the purpose indicated, prepared in accordance with any of the manners set forth herein.
- In order that the nature of the invention may be readily ascertained, an embodiment of vehicle windscreen display and a method for its preparation are hereinafter particularly described with reference to the figures of the accompanying drawings, wherein:
- 75 *Figure 1* is a perspective elevation of a suitable carrying case for all of the materials required for preparing the display;
- Figure 2* is a perspective elevation of a rigid base sheet used for facilitating lay-out of the display;
- 80 *Figure 3* is a perspective elevation of a representative sheet in three portions, used in providing a first layer of the display;
- Figure 4* is a perspective elevation to show three portions of the first layer sheet arranged on the base;
- 85 *Figure 5* is a plan view of a lay-remover tool, on which the display subject matter is pre-composed;
- 90 *Figure 6* shows some representative pre-prepared items of subject matter;
- Figure 7* shows a representative numeral and "£" sign;
- Figure 8* shows a backing cover layer;
- 100 *Figure 9* is a cross-section, to a much enlarged scale, of the completed display whilst still secured on the base.
- Referring to Fig. 1, there is provided a carrying case 1 adapted to contain all of the materials necessary to the user for making up the windscreen display. The case 1 has a tray 2 and a lid 3 connected at a hinge 4, and may also have a stop (not shown). The lid 3 has a front wall 5 leaving an opening 6 through which sheet materials and other items can be passed for storage in the lid.
- Scissors, lay-removers (described later herein) wipers, cleaning fluid bottles and other accessories can conveniently be stored in fittings on the front wall 5.
- 115 The tray 2 houses a rigid base sheet 7, seen in Fig. 2. The base sheet is an elongated rectangle whose dimensions are the maximum length, and the maximum height, of any display required in practice. The sheet may be of transparent material, e.g. 6 mm. clear plastics. Its surface is marked with a grid pattern 8 and the centre line 9, used for correct positioning of items thereon, in a manner to be described. The pattern 8 and line 9 may be permanently marked on the sheet, or may be provided on clear film secured onto the sheet.
- 120 As a first stage in the preparation of the display, a first layer of transparent film is adjusted and secured on the upper face of the
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base 7. For convenience, this first layer is composed of three separate portions 10 (see Fig. 3) of the transparent film having an adhesive on one face. Prior to the application to the base 7, a backing sheet 11 is removed, and then a first portion is placed centrally on the base 7, using the centre line 9 for correct positioning. Then two further portions 10 are placed one at each end of the first portion 10, and in alignment, as seen in Fig. 4, with each end terminating onto lay removers.

It is then necessary to compose the subject matter to be used on the display. This will normally consist of company and other corporate markings and standard descriptive matter such as dealers' and manufacturers' names and motifs, and message panels such as the year of manufacture, "one owner", "radio", "sun-roof" etc., and user-contrived copy such as "12 months parts guarantee with this car", and will include also the price asked. The method of preparing the display entails attaching items, bearing the subject matter, in a reversed condition. To facilitate this, the whole of the subject matter is firstly written out, with approximate relative sizes and positions, by hand on a lay-remover 12, see Fig. 5. This is a small rectangular portion of rigid sheet transparent plastics material which can be used as a hand tool for easing adhesive-covered sheets one away from another, and for removing the sandwich of films from the base, and also for "wiping" adhesive sheets onto each other with the avoidance of formation of air bubbles between them. It has a secondary purpose of acting as a small composing block for the subject matter, which can then be reversed to show how the subject matter looks when reversed. It is then necessary to collate all of the subject matter ready for placing onto the rear exposed face of the sheets 10. Standard items of subject matter may be pre-prepared in the form of rectangles 13 of transparent film with the wording already on them, e.g. as shown in Fig. 6. The carrying case 1 may house a large selection and variety of terms normally used in windscreen displays. It may also house a collection of individual letters and numerals which may be selected to make up a particular item or items which are not pre-prepared.

Using the reversed subject matter on the lay-remover 12 as a guide, the items 13, after removal of a front-face backing sheet, are placed in correct position on the assembly of sheets 10, face downward, with the aid of the grid lines 8 and centre line 9 for positioning purposes. Individual items can be trimmed to size with scissors if necessary. The placing of the items 13 can be facilitated by use of the lay-remover 12. In composing the subject matter, a space of suitable size and shape is left free for the insertion of a price figure, e.g. four or five digits. Each numeral 14 (Fig. 7) has a respective place marking which may,

after placing the first numeral in the manner indicated by the grid 8, enable the remaining numerals to be correctly placed (reversed).

There is then a single further stage of adding a "£" sign, also reversed, contained within a border.

Finally, a back cover layer 16 (Fig. 8) is to be added. This consists of a thin coloured film of plastics material having an adhesive face initially covered with a backing strip 17. The backing paper or similar is removed back to the ends of the base. The layer 16 is applied in two portions, laid by abutting end to end at the centre, over the whole of the material assembled on the base 7. It may be convenient for the smaller display to reduce the excess material beyond that already assembled on the base 7.

The assembly of first layer 10, 10, 10, intermediate subject matter items, and cover layer 16 as a whole is then stripped off the base 7, again with the assistance of the lay-remover. To protect the adhesive front face now exposed, the first layer backing paper or similar is applied section by section over the whole of the front face.

The protected display can then be rolled up, e.g. rolled inwardly from each end, and then taken to the vehicle on which it is to be used. It is held up substantially in place against the inside of the windscreen, and the position of any necessary cut-outs for rear-view mirrors or the like is noted and marked, so that they can then be cut away. Then the centre portion of the protective paper is removed to enable the display to be presented to the windscreen and correctly positioned and stuck in place. Then with the remainder pressed against the windscreen surround, the edge portion of the display can be scored round to provide a precise fit within the surround. The extra material is cut off with scissors. Then the remainder of the backing paper is removed to enable the whole of the remainder of the display to be stuck in place.

The display may conveniently extend right across the windscreen, but so as not to interfere with driving of the vehicle it would usually be dimensioned so as to extend downwardly only about as far as the position of the bottom edge of the usual visor when lowered, i.e. so as still to be above the driver's eyeline.

The display as a whole can be removed by peeling it away from the windscreen, and can also be refitted after, for example, a "SOLD" sign has been fixed directly onto the inside of the windscreen within the intended placing of the display.

The display is intended for, if necessary, relatively long-term use, say up to 6 weeks or more. It provides an attractive and eye-catching manner of displaying necessary information for prospective buyers, whilst not hindering a test drive of the vehicle.

To facilitate removal of the assembly of

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sheets both from the base sheet and from a windscreen, without any separation of the layers occurring, it is convenient to provide the first layer with an adhesive front face having a lesser degree of adhesion than that of the front face of the second layer.

To facilitate engagement of an edge portion of the lay remover under the layers, it is preferred to bevel that edge portion at a suitably low angle of inclination.

CLAIMS

1. A method of preparing a display, for securing adhesively to the inner face of a window area, comprising steps of:

- (i) securing a first layer of transparent film, by an adhesive front face thereof, to a base on which are provided positioning markings,
- (ii) assembling a second layer of film, by an adhesive front face thereof, onto the rear face of the first layer, the second layer being constituted by at least one item of the subject matter of the display, said at least one item being positioned with use of markings on the base,
- (iii) assembling a back cover layer of film, by an adhesive front face thereof, onto the rear face of the second layer.

2. A method, as claimed in claim 1, wherein said second layer is constituted by a plurality of separate items together forming part or all of the subject matter of the display.

3. A method, as claimed in either of claims 1 and 2, wherein said first layer comprising a plurality of lengths of the first layer material which when placed end to end compose the whole length of that layer, a first one of said lengths being assembled onto the base and centred thereon by means of a centre line marking of the base, and two other lengths being assembled one at each end of the centred length and being butted up against the centred length.

4. A method of preparing a display substantially as described herein with reference to the figures of the accompanying drawings.

5. A display, for securing adhesively to the inner face of a window area, prepared by the method claimed in any one of claims 1 to 4.